

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A computer system for requesting advertisements to be placed along with content, comprising:

~~an advertisement generators~~ that automatically generates advertisement sets using different algorithms, each advertisement set ~~identifying having~~ a keyword and an advertisement;

a fee calculator that calculates fee amounts for advertisements based on anticipated profitability of the advertisement sets;

an advertisement submitter that sends to an advertisement placement service a request to place ~~an identified the~~ advertisement along with content associated with the ~~identified~~ keyword at a ~~the~~ fee amount of an advertisement set; and

an advertisement manager that receives from the advertisement generator advertisement sets, receives from the fee calculator a fee amount for each advertisement set, selects advertisement sets for which no conflicting advertisement set is currently submitted, and provides to the advertisement submitter ~~a request to place an advertisement associated with the selected advertisement sets that each have an advertisement, a keyword, and a~~ at the received fee amount.

2. (Original) The computer system of claim 1 wherein the fee amount is a bid for an auction.

3. (Canceled)

4. (Currently Amended) The computer system of claim 1 wherein when multiple advertisement sets have the same keyword, the advertisement manager selects ~~an one of the multiple~~ advertisement sets for a keyword based on analysis of the likelihood of users

selecting the advertisement when it is placed along with a content associated with the keyword.

5. (Canceled)

6. (Currently Amended) The computer system of claim 1 including multiple advertisement submitters where each advertisement submitter ~~being~~is associated with an advertisement placement service.

7. (Currently Amended) The computer system of claim 1 including a database containing statistics relating to placements of advertisements and wherein the fee calculator determines anticipated profitability based on analysis of the statistics.

8. (Original) The computer system of claim 7 wherein the statistics include average cost-per-click of an advertisement and average revenue-per-click.

9. (Currently Amended) A method in a computer system for placing advertisements, the method comprising:

automatically generating advertisement sets that specify an advertisement, a keyword, and ~~an a~~ bid amount;

selecting advertisement sets for ~~placement of advertisements~~submission to an advertisement placement service such that a selected advertisement set does not conflict with a currently submitted advertisement set;

~~requesting an submitting to the~~ advertisement placement service a request to place advertisements in accordance with the selected advertisement sets;

analyzing the effectiveness of the placed advertisements ~~for each the advertisement sets, the effectiveness of an advertisement being based on at least financial benefit of placing the advertisement;~~ and

selecting advertisement sets for placement of advertisements based on the analysis.

10. (Original) The method of claim 9 wherein the effectiveness of a placed advertisement is based on profit resulting from a user selecting an advertisement.

11. (Currently Amended) The method of claim 9 wherein the advertisement placement service places advertisements with search results with a search term matching the keyword.

12. (Currently Amended) The method of claim 9 wherein the advertisement placement service places advertisements with content associated with a keyword that matches the keyword of an advertising set.

13. (Original) The method of claim 9 including calculating the amount based on advertising metrics.

14. (Original) The method of claim 13 wherein the amount is adjusted based on advertising metrics.

15. (Original) The method of claim 9 wherein the advertisement sets are automatically generated by an advertisement generator.

16. (Currently Amended) The method of claim 15 wherein the advertisement sets are selected based on effectiveness of the advertisement generators that generated the advertisement sets.

17. (Original) The method of claim 9 including calculating the bid amount based on a profit-based algorithm.

18. (Original) The method of claim 9 including calculating the bid amount based on a revenue-based algorithm.

19. (Original) The method of claim 9 wherein the advertisement placement service is a search engine service.

20. (Original) The method of claim 9 including filtering the generated advertisement sets based on frequency of keywords.

21. (Original) The method of claim 9 including filtering the generated advertisement sets based on desirability of keywords.

22. (Currently Amended) A computer-readable medium containing instructions for controlling in a computer system to placing advertisements, by a method comprising:  
automatically generating advertisement sets that specify an advertisement, a keyword, and an amount;  
selecting generated advertisement sets for placement of advertisements based on the analysis of effectiveness of previously placed advertisements; and  
~~requesting-submitting to an~~ advertisement placement service requests to place advertisements in accordance with the selected advertisement sets;  
wherein the advertisement placement service places advertisements in accordance with the submitted request.

23. (Original) The computer-readable medium of claim 22 wherein the effectiveness of a placed advertisement is based on profit resulting from a user selecting an advertisement.

24. (Original) The computer-readable medium of claim 22 wherein the advertisement service places advertisements with search results with a search term matching the keyword.

25. (Currently Amended) The computer-readable medium of claim 22 wherein the advertisement placement service places advertisements with content associated with a keyword that matches the keyword of an advertising set.

26. (Original) The computer-readable medium of claim 22 including calculating the amount based on advertising metrics.

27. (Original) The computer-readable medium of claim 26 wherein the amount is adjusted based on advertising metrics.

28. (Original) The computer-readable medium of claim 22 wherein the advertisement sets are automatically generated by an advertisement generator.

29. (Original) The computer-readable medium of claim 28 wherein the advertisement sets are selected based on effectiveness of the advertisement generator that generated the advertisement set.

30. (Original) The computer-readable medium of claim 22 including calculating the bid amount based on a profit-based algorithm.

31. (Original) The computer-readable medium of claim 22 including calculating the bid amount based on a revenue-based algorithm.

32. (Original) The computer-readable medium of claim 22 wherein the advertisement placement service is a search engine service.

33. (Original) The computer-readable medium of claim 22 including filtering the generated advertisement sets based on frequency of keywords.

34. (Original) The computer-readable medium of claim 22 including filtering the generated advertisement sets based on desirability of keywords.